

# *Research on the New Model of Tourism Enterprise Management under the Concept of Ecotourism Management*

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**Abstract:** Amidst the intensification of global environmental issues and the heightened ecological awareness among consumers, ecotourism has progressively emerged as a significant trend within the world's tourism industry. Against this backdrop, the management of tourism enterprises is confronted with unprecedented challenges and opportunities. The imperative to balance the pursuit of economic benefits with the sustainability of the ecological environment constitutes a pressing issue that the industry urgently needs to address. This article aims to examine how tourism businesses can establish innovative management models under the guidance of ecotourism management philosophies—not only is this of great importance to the green development of the tourism sector, but it also actively contributes to the promotion of ecological civilization construction. By delineating the fundamental principles and management objectives of ecotourism, this article intends to offer tourism enterprises a comprehensive and innovative set of management strategies to meet the growing demands of the ecotourism market.

## **1. Introduction**

In the contemporary era, ecotourism has evolved from a mere form of travel into a significant trend within the global tourism industry. It symbolizes a philosophy that promotes harmonious coexistence with nature, stimulates local economies, and upholds the principle of environmental sustainability, infusing the tourism sector with renewed vigor and direction. Nevertheless, as travel enterprises flourish at an accelerated pace, they concurrently grapple with the challenge of effectively integrating ecotourism principles and innovating and advancing their management models. Studies regarding novel management paradigms for tourism enterprises aim to delve into the amalgamation of theory and practice under the tenets of ecotourism management, with a goal of constructing corporate governance structures that align with the imperatives of sustainable development. This article will methodically revisit pertinent research on ecotourism and the management of tourism enterprises, identify the shortcomings in current management frameworks, and on this foundation, propose innovative management strategies in the realms of strategy, organization, operations, marketing, and human resources under the new model. The ultimate intention is to furnish travel enterprises with scientific and efficacious theoretical underpinnings and

practical guidelines, thereby championing harmonious progression between the tourism industry and environmental conservation, and aspiring for a balanced symbiosis between humanity and nature.

## **2. Ecotourism Management Concept**

### **2.1. Ecotourism Concepts in Detail**

The philosophy of eco-tourism management, deeply rooted in reverence for nature and the responsibility towards the future, embodies a commitment to sustainable development within the tourism sector. This concept holds that tourism activities should not become a burden on the natural environment but instead fulfill a dual mission of environmental conservation and socio-economic progress. Herein, safeguarding ecological equilibrium becomes the epicenter of all tourism endeavors. It is easily observable that pristine water sources, a plethora of biological diversity, and untainted natural vistas are significant attractions for tourists. However, once these invaluable assets suffer degradation, they become challenging to restore. Consequently, eco-tourism management emphasizes minimizing the impacts of human activities on nature, advocating for low-carbon travel, encouraging the use of biodegradable materials, and striving for the cyclical utilization of resources in tourism operations, such as employing solar or wind energy as alternatives to traditional sources. The management ethos encompasses nurturing the development of local communities. The evolution of eco-tourism should not prioritize short-term gains over cultural and environmental integrity. On the contrary, it elevates the quality of life for local residents, perpetuates and safeguards indigenous cultural characteristics, ensures that social customs and practices are not eroded by excessive commercialization, while also ensuring that tourists can immerse themselves in the authentic local ambiance. On the levels of education and ideology, the philosophy of eco-tourism management incessantly instills an eco-conscious mindset in both tourists and industry practitioners, transforming it into a lifestyle through various activities and promotions. It emphasizes learning and experiential engagement, enabling individuals to acquire knowledge of ecological conservation while rejuvenating their spirit, thus igniting a passion for protecting the environment. Environmental, economic, and social harmony constitute the golden triangle of eco-tourism management. It is essential to maintain this equilibrium through scientifically sound and judicious management practices, ensuring that tourism activities engender economic benefits for the local area without sacrificing environmental resources. Through research, education, planning, and the judicious formulation of policies, this management philosophy can advance the tourism industry towards a green, healthy, and sustainable future [1].

### **2.2. Basic Principles of Ecotourism**

Ecotourism resonates as a symphony in harmony with nature, inviting travelers to bask in the splendor of the great outdoors while also safeguarding its existence. The underlying ethos of ecotourism are far from enigmatic, encompassing a gentle stewardship of the earth, the ecological philosophy manifested in every decision made during the journey, and the message of conservation imparted to each visitor. These principles underscore the imperative to protect diverse ecosystems, demanding that touristic endeavors minimize their environmental footprint. Specifically, when venturing into virgin forests or azure waters, we must honor every facet of nature with the reverence one would afford a precious gem, be it rare species or untouched landscapes. The essence of ecotourism also extends to a respect for local cultures: engaging with indigenous narratives, savoring regional delicacies, interacting with community members, and integrating oneself into the fabric of their lives. Sustainability serves as the soul of ecotourism, signifying that the exploitation

of travel resources must guarantee their availability for future generations. This represents not only a pledge to our progeny but also a deep veneration for the laws of nature. Environmental education is an indispensable component of ecotourism, ingeniously blending enlightenment with enjoyment to awaken an innate love for nature and provoke a commitment to ecological balance. Ecotourism further emphasizes community involvement and equitable distribution of economic benefits, not only bolstering local motivation for resource conservation but also nourishing community development, thereby positioning ecotourism as a catalyst for regional economic and social advancement. It is an ethos of cyclical stewardship, a portrait of harmonious coexistence between humanity and nature. Ultimately, the core tenets of ecotourism seek a delicate equilibrium — a sublime balance where humans and nature thrive in concord. Through rigorous practice and tender care, every traveler becomes both nature's most cherished guest and its most devoted guardian.

### **2.3. Objectives and Responsibilities of Ecotourism Management**

Ecotourism management ushers the tourism industry towards a more sustainable future, embodying both a visionary ambition and a profound obligation. Within this grand blueprint lies the stewardship analogous to that of a gardener who cherishes natural and cultural resources, for it is this reverence that lays the cornerstone of ecotourism. Guardians of verdant rivers and lush mountains, the objective of ecotourism is to protect the environment with unwavering diligence. This protection extends beyond the diversity of natural ecosystems to include the treasure trove of cultural heritage. From the moment visitors set foot upon this land, they shoulder the mission of disseminating environmental education, kindling a verdant consciousness within them and impressing upon them that environmental protection transcends mere slogans and is manifested in every action. Economically, ecotourism management must find equilibrium. It seeks to generate income for local communities through sustainable economic activities, aspiring for a gentle and enduring prosperity that can nourish the land and bestow its beneficence upon every inhabitant. Yet, the pursuit of profit must never come at the cost of ecological sacrifice. The generation of wealth must harmoniously coexist with environmental conservation, leaving behind a legacy that transcends the blueprint—a deeper, enduring hope for generations to come. The social responsibility inherent in ecotourism management is inescapable. Amidst the waves of development, managers must attend to societal harmony and progress. By advocating community participation and empowerment, local residents become not just participants but also beneficiaries and leaders of the tourism narrative. Their stories and wisdom are an indispensable part of the visitor experience, reciprocally nurturing the community's growth and self-assurance.

### **3. Analysis of the Current Situation of Tourism Enterprise Management**

In recent years, the vista of the travel industry management has unfolded like a vibrant tapestry, revealing a palette of progress upon closer inspection. The meteoric rise of technology, particularly the advent of big data and artificial intelligence, has become a potent ally in the realm of travel management. The emergence of intelligent tourism has made bespoke services a reality, bestowing upon every traveler an unparalleled level of personalized attention. Management is no longer confined to traditional resource integration but has begun to stride towards efficacious resource allocation and meticulous cultivation of niche markets. The awakening of environmental consciousness has led tourism enterprises to embrace the concept of sustainable tourism ardently, propelling the practice of eco-friendly travel. Businesses are placing greater emphasis on staff training, enhancing service quality and response times, fortifying customer satisfaction, and consequently garnering excellent reputations. Undoubtedly, these advancements are laying the groundwork for a prosperous avenue for the travel industry of the future.

However, there are shadows lurking behind the sunshine. In this fast-paced era, multifaceted challenges confront travel industry management. Intense competition may lead businesses to pursue market share at the expense of balanced service quality development. The phenomenon of homogeneous competition is particularly acute, with many travel products and services struggling to differentiate themselves, thereby limiting the industry's overall capacity for innovation. Internally, hierarchical organizational structures remain entrenched, impeding rapid information flow and the efficient execution of decisions. Despite concerted efforts in providing personalized travel experiences, there remains a significant gap compared to travelers' expectations. Although technology is widely employed, its integration lacks depth, with the potential of many management software tools remaining untapped and data analysis capabilities needing enhancement. Furthermore, the issue of cybersecurity is becoming increasingly prominent, with the pressure to protect user data escalating daily. Confronted by the uncertainties of international policies and environmental changes among other external factors, the resilience of businesses appears fragile, and their risk management mechanisms are yet to be fully refined. In taking on social responsibilities, enterprises must engage in deeper reflection and practice, sincerely incorporating the principles of sustainable development into every facet of their culture and operations [2].

#### **4. New Model Construction under the Concept of Ecotourism Management**

##### **4.1. Strategic Level: Ecotourism Strategy Development and Implementation**

At the zenith of soaring scenic destinations, strategic planning orchestrates the future panorama of ecotourism, anchoring the ethos of environmental protection and sustainable progress as its guiding principles, shepherding the tourism sector onto a verdant path of development. Such strategic planning not only offers precise positioning to ecotourism but also lays out a prescient gambit, ensuring each step taken is firm and robust. The conception of an ecotourism strategy is tightly woven around the theme of "green and sustainable," striving to construct a pursuit of value that originates in nature yet transcends it. Manifested in managerial practices, this requires that touristic development be restrained within the ecological carrying capacity, prioritizing the imperative to safeguard the environment. The foremost strategy emphasizes the conservation and inheritance of historical continuity. The harmonious coexistence of culture and nature is the quintessence of ecotourism, wherein the strategy meticulously erects bulwarks around every historic relic and folk festival, concurrently leveraging technological innovations such as digitization and virtual reality to allow the radiance of cultural heritage to transcend space and time, captivating a global audience. Attuning to nature's cadence is not solely about conserving natural resources; it is also a quest for a harmonious coexistence with the natural world. Through stringent area planning and visitor management, ecotourism morphs into an intimate colloquy with nature – carving eco-friendly trails that awaken visitors' awareness of environmental stewardship and stationing interpreters to transform the journey into a vivid lesson in ecology and culture. Tailoring strategies to local conditions is an essential tenet within the ecotourism approach. Whether amidst towering mountains or tranquil lakes and plains, the strategy seeks tourism development models in harmony with specific geographical settings, minimizing ecological disruption while simultaneously offering visitors an experience that invigorates mind and soul [3].

##### **4.2. Organizational Level: Optimization of the Organizational Structure of Ecotourism**

Amidst the burgeoning tide of ecotourism, the refinement of organizational frameworks is not merely pivotal to enhancing efficiency, but it also constitutes the cornerstone of achieving sustainable development. Streamlined and adaptable architectures facilitate judicious allocation of

resources, ensuring that ecotourism initiatives satisfy the needs of travelers while concurrently safeguarding natural and cultural resources. The ethos of ecotourism management beseeches the construction of groundbreaking paradigms, within which the evolution of organizational structures entails a recalibration and synthesis of the various functional departments within an entity. This measure not only dismantles the traditional compartmentalized approach to administration but also promotes the circulation of information and the sharing of resources, thereby augmenting the organization's capacity to swiftly respond to external shifts. Concretely, the optimization of an organizational structure commences with a meticulous evaluation of departmental functions, clarification of their respective missions and goals, and fortification of interdepartmental communication and collaboration. The erection of a new organizational scaffolding accentuates the importance of a flattened hierarchy, thereby diminishing redundant levels of management and elevating the efficiency of decision-making processes. By harnessing digital management tools, such as the implementation of big data analytical systems, ecotourism projects can monitor and fine-tune tourist behaviors and resource utilization efficiencies in real-time, culminating in a more scientific and precise management approach. Furthermore, employee training and team development should be promulgated, perpetually refining the professionalism and service orientation of staff members, thereby ensuring their daily operations reflect the principles of ecological conservation and sustainable tourism. Additionally, structural refinement encompasses the establishment of a cooperative network of partners. Given the intricacy of ecotourism, it necessitates expertise and technological support in various fields, including wildlife conservation, environmental education, and community development. Ecotourism organizations, therefore, ought not to operate in isolation but should cultivate collaborative relations with local governments, environmental NGOs, community representatives, and other tourism-related businesses. Such a multi-tiered, interdisciplinary platform of collaborative effort can furnish ecotourism projects with more comprehensive support, effectively balancing economic gains with ecological benefits. Lastly, sustainable innovation is an indispensable segment of the enhancement of ecotourism organizational structures. Internally, organizations must foster a culture and mechanism that encourages innovation, relentlessly pursuing new technologies, business models, and modalities tailored to the evolution of ecotourism. By establishing systems for volunteer participation and enriching interactive experiences with tourists, organizations can elevate visitor satisfaction while simultaneously heightening public awareness of ecological and environmental conservation.

#### **4.3. Operational Level: Innovation in Ecotourism Operations Management**

Ecotourism operations management serves as the lifeblood and heartbeat of tourism development, intimately connected to the sustainable growth of tourist destinations and the harmonious coexistence with the environment. Within this managerial sphere, innovation is not solely a strategy for individual adaptation to the environment but represents the fundamental driving force behind the evolution of a region's ecotourism endeavors. Embracing local communities as partners in ecotourism is one of the pivotal measures in operational management innovation. The lifestyle and cultural traditions of indigenous inhabitants, as well as their unique understanding of the natural environment, constitute unparalleled resources. By providing training and support to empower them as leaders and beneficiaries in ecological initiatives, we stimulate local economic development while reinforcing their commitment to the value of ecological sustainability. The application of digital management tools is unquestionably a significant innovative measure in operations management. Utilizing data analytics for real-time monitoring and adjustment of tourist activities allows for effective regulation of visitor numbers, mitigating stress on the natural environment, and thereby enabling more efficient resource allocation to harmonize the visitor experience with

ecological conservation. While enhancing the tourist experience, it is essential for ecotourism operations to focus on creating interactive and participatory experiences. By offering participatory tours, natural workshops, or volunteer activities for conservation projects, tourists transition from passive recipients to active participants and proponents in ecological preservation activities[4].

#### **4.4. Marketing Level: Ecotourism Marketing and Market Development**

The essence of marketing in the context of tourism lies in the efficacious conveyance of distinctive travel experiences, facilitating an organic connection between the splendors of travel destinations and the exploratory desires of tourists. Throughout this endeavor, the instruments and stratagems of marketing are pivotal in determining whether a destination can successfully captivate the interest of its intended audience while simultaneously ensuring the sustainability of indigenous cultures and natural environments. At the marketing forefront, the promotion of ecotourism transcends mere dissemination of attraction information; it necessitates a comprehensive exhibition of the intrinsic values of ecotourism. The use of storytelling is an efficacious strategy in this regard. By narrating tales steeped in local ecological narratives, one intertwines the profound cultural heritage with the uniqueness of natural resources, creating an irresistible allure for tourism. Channels such as videos, blogs, and podcasts serve as the stages upon which these stories grace the global audience. In the precise targeting of potential markets, the collection and analysis of tourist data are of paramount importance. Modern marketing techniques leverage big data analytics to identify patterns in the preferences and behaviors of prospective travelers. For instance, utilizing data analysis tools on social media platforms can reveal the degree of interest in ecotourism among specific demographics, thereby enabling the formulation of targeted marketing initiatives. Unexpected synergy through joint marketing efforts also represents a potent tactic. Establishing partnerships with brands across different sectors to co-host events or collaborative promotions embeds the principles of ecotourism into the daily lives of a wider audience. For example, partnerships with outdoor sports equipment brands to launch campaigns themed around "exploring nature, honoring ecology" have the potential to engage nature enthusiasts. Content marketing, on the other hand, demands the creation of engrossing, high-caliber content such as insights on ecotourism experiences, eco-friendly travel tips, or reports on the state of local ecological well-being. Such content not only imparts value to the traveler but also sows the seeds of ecological stewardship in their hearts. In sum, the triumph of ecotourism marketing is not solely measured by profit margins but rather by its ability to cultivate a harmonious coexistence between commerce and the environment, all while preserving natural resources and cultural legacies. These marketing strategies extend beyond mere promotion; they serve as the foundation stones of novel paradigms under the management philosophies of ecotourism. Through these means, not only is the market share for ecotourism destinations secured, but the principles of sustainable travel are also advanced on a global scale.

#### **4.5. Community Level: Interaction and Symbiosis with Local Communities**

Amidst the burgeoning trend of ecotourism, the function of community engagement has emerged as a double-edged sword propelling sustainable development. It holds the promise not only to act as a conduit for enhanced cultural exchanges amongst the grassroots but also heralds a symbiotic interplay of ecological and economic benefits. The essence of "interaction with local communities" lies in the recognition that communities are not merely custodians of tourism resources but are also the architects of the ecotourism experience. Strategic initiatives should concentrate on cultivating the core competencies of communities, sparking residents' enthusiasm for participating in the development of tourism, preserving traditional cultures and natural resources, while also ensuring

the equitable distribution of tourism proceeds, thus achieving harmonious coexistence between biodiversity conservation and community advancement. In terms of measures, it is imperative to encourage community involvement in tourism planning, integrating local residents' perspectives and insights into decision-making processes through democratic channels, and thus making them stakeholders in the touristic venture. Just as nature listens to the whispers of rivers during the rainy season, the voice of the community should be appropriately voiced and acknowledged within the realm of tourism growth. Cultural and economic vitality may flourish in unison through avenues such as the exhibition and sale of ethnic handicrafts, performances of traditional culture, and the operation of homestays. Elevating the service consciousness and professional skills of community members is also vital to the realization of mutually beneficial outcomes. By organizing regular training, not only can residents more effectively engage in tourism services, but the transference of knowledge and enhancement of skills can be achieved. Hosting tourism-related lectures and practical training workshops can mold a team adept at environmental stewardship and capable of delivering high-quality services. Ultimately, communities should establish a long-term mechanism for shared interests with tourism project partners, ensuring the rational allocation of tourism profits and guaranteeing residents a stable and growing income, thereby bolstering their support for ecotourism initiatives. In this fashion, the economic benefits brought by tourism can circulate among communities, constructing a dynamic and sustainable touristic economy. In the exchange of hearts and minds, mutual understanding and respect between visitors and community residents act as the adhesive for a win-win scenario. Gently unfurling the wings of dialogue allows stories to be shared around the hearth and echo through mountain songs, weaving together a serene tapestry of a community in tranquil harmony with the world. It is in such nuances that a community-level strategy for interaction and mutual prosperity quietly blossoms, vibrant and animated [5].

#### **4.6. Human Resources Level: Eco-Oriented Human Resource Management**

Human resource management transcends mere efficiency in business operations, having a direct impact on the dissemination and implementation of ecological concepts. Under the guidance of such principles, the construction of innovative models of human resource management will shift focus from the traditional triad of recruitment, development, and performance assessment to a profound exploration of each employee's innate sense of ecological responsibility, converting this into tangible proactive measures. Ecologically oriented human resource management concentrates on nurturing and sharing an all-inclusive ecological culture among staff members. Confronted with an evolving tourism market, corporations must position themselves at the vanguard of ecological conservation, enlightening every employee through an array of training sessions and practical activities to comprehend and value the importance of environmental protection. By doing so, employees become not only executants of their assigned tasks but also advocates for the ethos of eco-tourism. Specifically, eco-tourism firms could establish a "Green Growth Cadre" aimed at forming a workforce marked by robust environmental consciousness and superior operational skills. For novices, onboarding training focused on ecological conservation can instill a correct eco-tourism mentality from the outset. For the incumbent workforce, augmentation of ecological execution in their roles can be achieved via regular seminars on ecological knowledge, workshops enhancing environmental protection skills, and field activities in natural settings. To reinforce this ecological orientation, leveraging performance evaluations is essential. In the appraisal system, ecological responsibility and environmentally friendly behavior serve as benchmark indicators, encouraging employees to boost their personal performance whilst concurrently contributing to the sustainable development of eco-tourism. Incentive measures should also be integrally aligned with ecological preservation, for instance, by introducing an Ecological Contribution Award to recognize

employees who make significant strides in environmental stewardship, thereby not only solidifying their conservation awareness but also promoting the team's innovative capacities in environmental protection. In recruitment, preferential consideration should be given to candidates with a background or experience in environmental conservation, with job descriptions explicitly stating responsibilities pertinent to eco-tourism, thus attracting those with a passion for this field. In terms of corporate culture development, fostering an atmosphere that reveres nature and cherishes ecology is key. Organizing regular initiatives like trash collection drives and participation in local community environmental projects articulates the corporate philosophy of eco-tourism through concrete actions.

## 5. Conclusion

The psychology of music education plays an important role in improving music performance skills. Through emotion management, students are able to control and express their emotions, thus enhancing the infectious and expressive power of music performance. Developing self-confidence can help students overcome nervousness and anxiety in performance, thus presenting a more confident and outstanding performance. Attention is the key to maintaining focus and executing skills with precision. Psychology of music education can provide effective methods of attention training, which in turn enhances the accuracy and consistency of performance skills. In conclusion, the psychology of music education provides us with new ways to study music performance skills and develop students' abilities, and through scientific and effective methods and strategies, it can help students achieve better results in music performances, and then develop their musical talents and personal qualities in an all-round way.

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